

1915

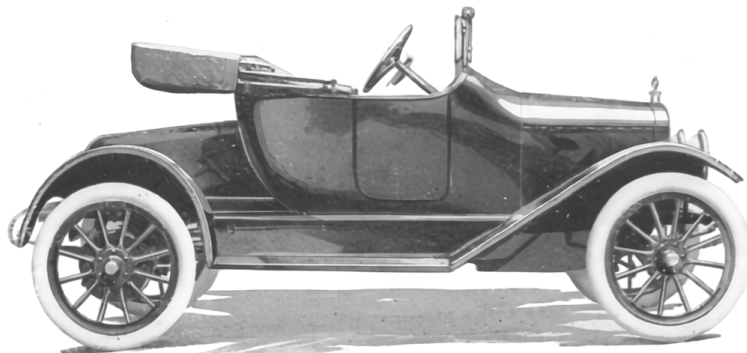
Maxwell

The Maxwell Name and Fame

YOU can probably recall—for automobile manufacturing is only a little over 10 years old—the names of the first cars built. You will also remember “MAXWELL” as the name of one of the leading pioneer cars. You may have recollections of other names of cars that existed but which failed to come up to the early day standards and requirements.

Maxwell cars, from the inception of the automobile industry down to the present moment, have created an enviable reputation for themselves on every point that has to do with motor car values and qualities.

Each year's output of Maxwell cars has added to their fame, so that today it is conceded that never before was it possible to buy so much real automobile for so small a price.



Maxwell 2-passenger Roadster
\$670 *f. o. b. Detroit* *Electric Starter*
\$55 Extra

1915 Maxwell 2-Passenger Roadster

FOR the family of two, and for the man who wants a car for business use, no other car so admirably meets their requirements. It is easy to drive, easy to handle in crowded thoroughfares, easy on the pocket-book, first, last and all the time.

(Specifications on last page)

Barney Oldfield

Billy Carlson

Hughie Hughes

Teddy Tetzlaff



A MAXWELL Race Car, driven by ~~Carlson~~, won 9th honors in the 500-mile race at Indianapolis, May 30, 1914. The Maxwell racer was the only representative of a low-priced line to compete in this gruelling race, and it defeated 18 foreign and American cars.

The Maxwell racer with Hughes driving, won the Potlatch 200-mile race at Tacoma, Wash., on July 3, 1914, time 2:41:32 $\frac{3}{4}$, or an average speed of 74.28 miles per hour.

This same Maxwell racer (shown in the oval), with Barney Oldfield at the wheel, won second place in the 300-mile Corona, Cal., Road Race, Thanksgiving Day, Nov. 26, *and startled the world by establishing a new non-stop record.*

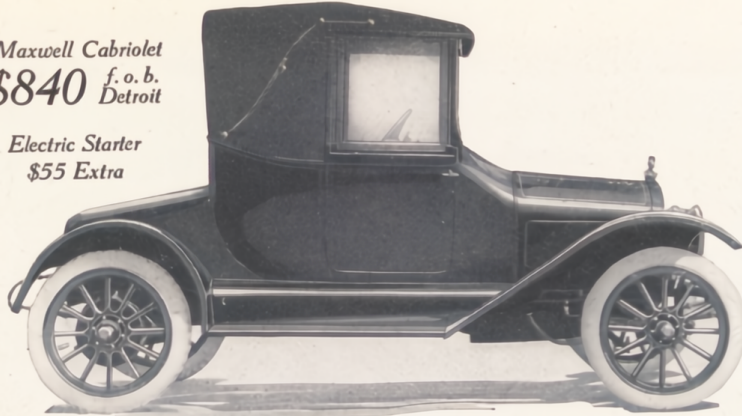
Barney drove his Maxwell the entire 301 miles without a stop for anything—either tires, fuel or water. **THINK OF IT!** 301 miles without a stop, at an average speed of 86 $\frac{3}{10}$ miles per hour. A triumph for light weight combined with endurance, surely!

Maxwell Race Cars, Records and Drivers

The Maxwell Racing Team also participated in many smaller racing events—races of from 3 to 50 miles—during the summer of 1914 and won 58 first, 21 second and a few third places. In addition to the splendid showing of the Maxwell racing team, Maxwell Stock Cars have broken all kinds of mountain and hill climbing events; on some occasions with professional drivers at the wheel, others in which the cars were driven by private owners.

Maxwell Cabriolet
\$840 f. o. b.
Detroit

Electric Starter
\$55 Extra



Maxwell 6-Passenger Town Car

IN this splendid car we have proven that it is possible to make a light weight 6-passenger town car beautiful as well as serviceable. Plenty of room in the rear compartment to seat four people comfortably. Just the car for Milady's shopping tours and social calls. Easy to handle in congested traffic, due to its short turning radius. Ideal also for taxi-purposes.

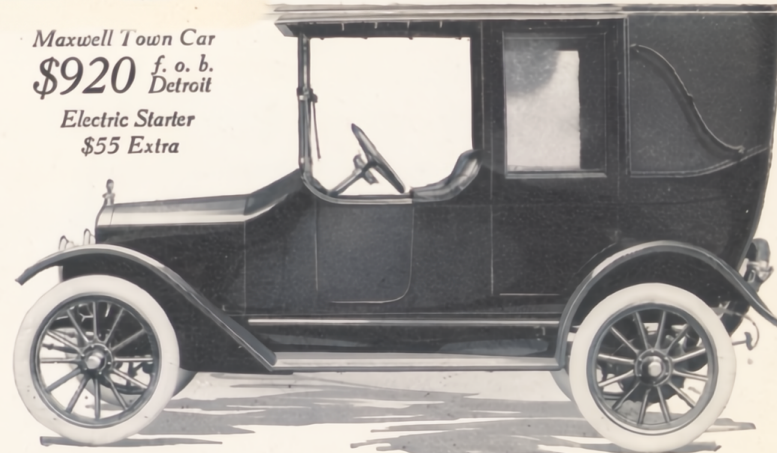
Maxwell Cabriolet

The All-Year Car

THIS beautiful car offers all the refinements, all the class and style you can desire at a right price. Its lightness makes it an ideal car for a woman to handle. Congested traffic is no obstacle to this powerful, sturdy Maxwell, for it can be driven in and out of places where it would be folly to attempt to drive a big car. It affords the same convenience and comfort as an electric at a big saving in first and upkeep cost.

Maxwell Town Car
\$920 f. o. b.
Detroit

Electric Starter
\$55 Extra



1915 Maxwell—"The Wonder Car"

BRIEF SPECIFICATIONS

MOTOR—Four-cylinder, L-head type, cast en bloc. Bore $3\frac{5}{8}$ in.; stroke $4\frac{1}{2}$ in. Cylinder head cast separately with valves.

POWER—Twenty-five h. p.

IGNITION—Simms type, high tension magneto.

CLUTCH—Cone type in flywheel, multibestos lined.

TRANSMISSION—Selective sliding gear type, three speeds forward and one reverse.

CONTROL—Left side drive; center control, foot accelerator. 16 in. hand wheel.

INSTRUMENT BOARD—Mounted to dash cowl, carrying ammeter, carburetor adjustment control, speedometer and gasoline tank filler.

GASOLINE TANK—Located under dash cowl, making short and absolute feed to carburetor; positive feeding qualities even on steepest grades.

WHEEL BASE—103 in.

TIRES—30 x $3\frac{1}{2}$ in., front and rear. Famous make of Anti-Skid tires on rear.

TREAD—56 in. 60 in. optional for South.

SPRINGS—Front, semi-elliptic, 32 in. long. Rear, $\frac{3}{4}$ elliptic, lower half 40 in. long, scroll 16 in. long from center of spring shackle to spring seat; fixed at front, shackled at rear.

AXLES—Front, drop-forged, I-beam section, complete with spring seats. Rear $\frac{3}{4}$ floating. No load carried on driving shafts.

BRAKES—Internal and external, actuated on $12\frac{1}{2}$ in. drums on rear wheels.

EQUIPMENT—Mohair top, envelope, storm curtains, clear-vision and ventilating windshield, electric headlights, electric tail light, electric horn, storage battery, speedometer, tools and jack.

PRICES F. O. B. FACTORY

Five-Passenger Touring Car	\$695	Two-Passenger Roadster	-	\$670
Six-Passenger Town Car	-	920	Cabriolet	- - - - - 840
Simms-Huff Unit Electric Starter \$55 extra				

JOSEPH MACK PRINTING HOUSE
DETROIT

